

DSC-W690/B

Shoot beautiful photos and HD 720p video with the slim 16.1MP DSC-W690. Get close to your subject with the stabilized 10X optical zoom lens, use its colorful 3.0" LCD to compose and share images, and select the iSCN mode to automatically set the best exposure for tricky scenes.

Compact camera with 10x zoom

The Sony® 10x optical zoom G lens brings distant subjects super close for great outdoors, sports, and travel photos. The compact size makes it easy to take with you in a pocket, purse, or backpack.

720p MP4 HD Movie Mode¹

In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps, a standard format when working with a PC.¹ Users will create high quality movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer.⁴ Once transferred to your computer and connected to the internet, you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube.TM

Sweep Panorama™ mode (up to 360°)

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama™ mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and up to 360° full circle, the camera can take a variety of panoramic shots. Now capturing wide landscapes is as easy as press and sweep.

16.1 Megapixel Super HAD™ CCD Image Sensor

A powerful 16.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 16.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.

3.0" Clear Photo™ LCD display

Large 3.0" (230K dots) Clear Photo™ LCD display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

Optical SteadyShot™ image stabilization

Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically shifts the lens to help prevent blur without sacrificing image quality.

Picture Effect

Picture Effect adds a new level of expression to photos, making ordinary landscapes and portraits come to life by heightening mood and emphasizing certain attributes. Select camera models have up to nine different effects. See camera specs for details.

Intelligent Auto Mode

Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting in clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Kids on the playground, landscape shots, a beautiful flower or an indoor birthday party; result in clear images without leaving auto mode.

Face Detection technology

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

Smile Shutter™ technology

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

Anti-blink Function

Specifications

Camera		Aperture	f 3.3-5.9	ISO	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200	Advanced Features
Camera Type	Compact zoom digital camera	Optical Zoom	5x	White Balance Mode	Auto (Intelligent) / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push	Sweep Panorama / Sweep Panorama (360)
Imaging Sensor		Digital Zoom	40x			8 Faces (Auto / Off / Child Priority / Adult Priority / Key Selected Face Memory)
Imaging Sensor	1/2.3" Super HAD CCD Sensor	Smart Zoom® Technology	10M: Approx.12x / 5M: Approx.17x / VGA: Approx.72x / 2M: (16:9) Approx.24x)			Smile Shutter™ technology
Processor	BIONZ®	Focal Length (35mm equivalent)	Still 16:9: 27.5-275mm / Still 4:3: 25-250mm / Movie 16:9:			Image Stabilization
Pixel Gross	16.4MP	Lens Construction	9 elements in 7 groups (including 4 aspheric elements)			Optical SteadyShot™ with Active Mode Image Stabilization
Effective Picture Resolution	16.1MP	Minimum Focus Distance				In-Camera Editing
Color Filter System	RGB primary color filters	Aspheric Elements	3			Trimming / Red Eye Correction / Unsharp Masking
Recording		Steady Shot Mode:Active	Yes			Intelligent Auto
Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo" (Mark 2 only for movie recording), optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 4 or higher), optional SDHC Memory Card (Class 4 or higher), optional SDXC Memory Card (Class 4 or higher)	Viewfinder				Shooting Tips
Still Image Mode	JPEG	LCD Display				Tracking Focus
Still Image Max Effective Resolution	Approx. 16.1 Megapixels	LCD Type	2.7" LCD Clear Photo LCD (230K dots)			Blink Detection
Still Image Size 16:9	12M (4,608 x 2,592) / 2M (1,920 x 1,080)	Brightness Control	Normal / Bright / Auto Bright	Flash		Interface
Still Image Size 4:3	16M (4,608 x 3,456) / 10M (3,648 x 2,736) / 5M (2,592 x 1,944) / VGA	Grid Display	Yes (Off / On)	Flash Modes	Auto / Flash On / Slow Synchro / Flash Off	Memory Card Slot
Focus Control		AF Modes	Multi Point AF / Center Weighted AF / Spot AF / Tracking Focus / Face Tracking Focus	Flash Coverage	ISO Auto: Approx. 0.2-Aprox. 3.7m (Approx. 0.66'- Approx. 12.1') (W) / Approx. 1.0-Aprox. 1.5m (Approx. 3.28'- Approx. 4.92') (T), ISO3200: Up to Approx. 7.3m (Approx. 24.0') (W) / Up to Approx. 3.1m (Approx. 10.2') (T)	SD Output
Panorama Still Image Size	7,152 x 1,080 (235deg) / 4,912 x 1,080 (161deg) / 4,912 x 1,920 (161deg) / 3,424 x 1,920 (112deg)	AF Illuminator	Auto / Off	Convenience Features		HD Output
Video Mode	1280x720(Fine) (1,280x720/30fps)/1280x720(Standard) (1,280x720/30fps)/	Exposure System	Multi Pattern / Center Weighted / Spot	Red-Eye Reduction	Auto / On / Off	USB Port(s)
Audio Format	MP3	Metering Modes	Plus / Minus 2.0EV, 1 / 3EV step	Erase/Protect	Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder	Dimensions (Approx.)
Microphone/Speaker	Mono / Mono	Scene Mode(s)	High Sensitivity / Soft snap / Soft Skin / Landscape / Night Portrait / Night Scene / Gourmet / Beach / Snow / Fireworks / Pet mode	Power Save Mode	Standard / Max / Off	Dimensions (Approx.)
Optics/Lens		D-Range Optimizer	Standard / Plus / Off	Red-Eye Reduction	Auto / On / Off	Weight (Approx.)
Lens Type	Sony G			Erase/Protect	Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder	Weight (Approx.) (Main unit only)
				Power Save Mode	Standard / Max / Off	Power
						Battery Type
						LITHIUM ION NP-BN 3.6V
						Battery Capacity
						typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)
						Number of Still Images
						220
						Power Consumption (in Operation)
						Approx. 1.1W
						Power Requirements
						AC 100V to 240V, 50/60 Hz, 2W



1. Records in 29 minute segments

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